

ORDER



Orders
Order / Rev: 715660
Alt Order #: 06330165
Product Desc: GRAVES FOR CONGRESS
Estimate: 12064
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: GRAVES/J/D/CONGRESS
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	54	\$31,415.00	\$26,702.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	54	\$31,415.00	\$26,702.75	0.00
Totals	54	\$31,415.00	\$26,702.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/25/12	09/27/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	- 111 - - -	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- 111 - - -			3		\$200.00		0.00				
E 2	KARE	09/24/12	09/28/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111 - -	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111 - -			5		\$400.00		0.00				
E 3	KARE	09/24/12	09/28/12	Today Show Today Show	CM	7-9a	11111 - -	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111 - -			5		\$350.00		0.00				
E 4	KARE	09/25/12	09/25/12	M-F 9-10a TODAY	CM	9-10a	- T - - - - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- T - - - - -			1		\$100.00		0.00				
E 5	KARE	09/28/12	09/28/12	M-F 1-2p Rachel Ray	CM	1P-2P	- - - - F - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - F - -			1		\$100.00		0.00				
E 6	KARE	09/24/12	09/27/12	M-F 2-3p The Doctors	CM	2P-3P	1 - - 1 - - -	:30	2	\$145.00	P-2	0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1 - - 1 - - -			2		\$145.00		0.00				

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Estimate: 12064
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KARE	09/25/12	09/28/12	M-F 3-4p DR OZ	CM	3-4p	- 1111--	:30	4	\$220.00	P-2	0.00	NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111--					4	\$220.00		0.00			
E 8	KARE	09/24/12	09/28/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--					5	\$275.00		0.00			
E 9	KARE	09/24/12	09/26/12	M-F 4-430p KARE 11 4 News	CM	4-430P	1- 1----	:30	2	\$135.00	P-2	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1- 1----					2	\$135.00		0.00			
E 10	KARE	09/24/12	09/28/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11- 11--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11- 11--					4	\$550.00		0.00			
E 11	KARE	09/24/12	09/28/12	M-F 6-630p KARE 11 6 News	CM	6-630p	1- 111--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1- 111--					4	\$700.00		0.00			
E 12	KARE	09/29/12	09/29/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
E 13	KARE	09/30/12	09/30/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$300.00		0.00			
E 14	KARE	09/24/12	09/28/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--					5	\$700.00		0.00			
E 15	KARE	09/29/12	09/29/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
E 16	KARE	09/24/12	09/24/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$4,000.00		0.00			
E 17	KARE	09/25/12	09/25/12	Tue Prime PARENTHOOD	CM	9-10P (9:00 PM-10:00 PM)	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$3,000.00		0.00			
E 18	KARE	09/26/12	09/26/12	Wed Prime LAW ORD:SVU	CM	8-10P (8:00 PM-10:00 PM)	--W----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,750.00		0.00			
E 19	KARE	09/28/12	09/28/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$900.00		0.00			
E 20	KARE	09/24/12	09/27/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1111---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$1,000.00		0.00			
E 21	KARE	09/24/12	09/28/12	Tonight Show Tonight Show	CM	1035pm-1135pm	1---1--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 21	KARE	09/24/12	09/28/12	Tonight Show Tonight Show	CM	1035pm-1135pm	1- - - 1- -	:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/24/12		09/24/12	09/30/12	1- - - 1- -	2		\$350.00		0.00					
												Totals	54	\$31,415.00